

ORDER



KLAS

Orders
Order / Rev: 36885
Alt Order #: 08836528
Product Desc: ISSUE
Estimate: 465
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans 4 Prosperity
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/23/09
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	28	\$72,850.00	\$61,922.50
08/27/12	08/27/12	5	\$14,700.00	\$12,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	28	\$72,850.00	\$61,922.50	0.00
September 2012	5	\$14,700.00	\$12,495.00	0.00
Totals	33	\$87,550.00	\$74,417.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	35%	\$87,550.00
Market	100%	\$250,142.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	24%	\$60,034.29
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	9%	\$22,512.86
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	08/22/12	08/24/12	8 News Now 5-630p M-F	M-F	5-630p	--WTF--	:30	3	\$1,500.00	LV1	0.00	NM	3	\$4,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$1,500.00		0.00			
2	8	08/22/12	08/24/12	8 News Now 5-630p M-F	CM	630-7p	--WTF--	:30	3	\$1,100.00	LV1	0.00	NM	11	\$13,750.00

Advertiser:	<u>Americans 4 Prosperity</u>	
Product Desc:	<u>ISSUE</u>	KLAS
Estimate:	<u>465</u>	

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7p Inside Edition															
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--WTF--			3		\$1,100.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12	630-7p Inside Edition			630-7p	--WThF----	:30		(\$1,100.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
2	8	08/20/12-08/26/12	630-7p Inside Edition			630-7p	--WThF----	:30		(\$1,100.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
4	8	08/22/12-08/26/12	Live w/Kelly			9-10a	--WThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
5	8	08/20/12-08/26/12	Live w/Kelly			9-10a	MTWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
6	8	08/22/12-08/26/12	Live w/Kelly			9-10a	--WThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
7	8	08/20/12-08/26/12	SD Charger Football			Fri 8-11p	---ThFSa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
8	8	08/20/12-08/26/12	SD Charger Football			Fri 8-11p	---ThFSa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
9	8	08/20/12-08/26/12	Thu 10-11p			10-11p	---Th-----	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
10	8	08/22/12-08/26/12	8 News Now 4-5a			4-5a	--WThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
11	8	08/22/12-08/26/12	8 News Now 4-5a			4-5a	--WThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
12	8	08/20/12-08/26/12	8 News Now 4-5a			4-5a	MTWThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
13	8	08/20/12-08/26/12	8 News Now 4-5a			4-5a	MTWThF----	:30		\$100.00		0.00	NM		
Ⓜ MG for 2.2,9.2,3.2,12.1,3.3,8.1,5.1,2.1															
3	8	08/22/12	08/24/12	7-8p Rotator	CM	7-8p	--WTF--	:30	3	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
7-8p Rotator															
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--WTF--			3		\$1,100.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	08/20/12-08/26/12	7-8p Rotator			7-8p	--WThF----	:30		(\$1,100.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
3	8	08/20/12-08/26/12	7-8p Rotator			7-8p	--WThF----	:30		(\$1,100.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
4	8	08/22/12	08/24/12	8 News Now 11p M-F	CM	11-1135p	--WTF--	:30	2	\$2,000.00	LV1	0.00	NM	2	\$4,000.00
8 News Now 11p M-F															
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--WTF--			2		\$2,000.00	0.00					
5	8	08/22/12	08/22/12	Wed 10-11p	CM	10-11p	--W----	:30	2	\$6,000.00	LV1	0.00	NM	1	\$6,000.00
CSI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/20/12	08/26/12	--W----			2		\$6,000.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12	Wed 10-11p			10-11p	--W-----	:30		(\$6,000.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
7	8	08/24/12	08/24/12	SD Charger Football	CM	Fri 8-11p	----F--	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
SD Charger Football															

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 Alt Order #: 08836528
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans 4 Prosperity
 Product Desc: ISSUE
 Estimate: 465
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NFL PRE SEASON SD-SEATTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		2				\$2,500.00		0.00			
8	8	08/25/12	08/25/12	Sat 7-8p - ET Wknd	CM	7-8p	-----S-	:30	1	\$600.00	LV1	0.00	NM	0	\$0.00
Ent Tonight Weekend															
ET WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12		Sat 7-8p - ET Wknd		7-8p	-----Sa--	:30		(\$600.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
9	8	08/25/12	08/26/12	8 News Now 11p Sa/Su	CM	11-1135P	-----SS	:30	2	\$800.00	LV1	0.00	NM	1	\$800.00
8 News Now Sa/Su 11p															
11P NEWS WKD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----SS		2				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	08/20/12-08/26/12		8 News Now 11p Sa/Su		11-1135P	-----SaSu	:30		(\$800.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
10	8	08/26/12	08/26/12	8 News Now Sun AM #1	CM	8 News Now Sun A	-----S	:30	1	\$500.00	LV1	0.00	NM	1	\$500.00
8 News Now Sun AM #1															
6A NEWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$500.00		0.00			
11	8	08/26/12	08/26/12	CBS News Sunday Morn	CM	CBS Sunday Morn	-----S	:30	1	\$1,700.00	LV1	0.00	NM	1	\$1,700.00
CBS News Sunday Morning															
SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$1,700.00		0.00			
12	8	08/26/12	08/26/12	Face The Nation	CM	Face The Nation	-----S	:30	1	\$850.00	LV1	0.00	NM	0	\$0.00
Face The Nation															
FACE THE NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12		Face The Nation		Face The Nation	-----Su	:30		(\$850.00)		0.00	NM		
See MG 2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12,2.13															
[da]															
13	8	08/26/12	08/26/12	Sun 7-8p	CM	7-8p	-----S	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
60 Minutes															
60MIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$12,000.00		0.00			
14	8	08/26/12	08/26/12	Sun 10-11p	CM	10-11p	-----S	:30	1	\$7,500.00	LV1	0.00	NM	1	\$7,500.00
The Mentalist															
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S		1				\$7,500.00		0.00			
15	8	08/27/12	08/27/12	8 News Now 5-630p M-F	CM	5-630p	M-----	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
8 News Now 5-630p M-F															
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$1,500.00		0.00			
16	8	08/27/12	08/27/12	630-7p Inside Edition	CM	630-7p	M-----	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1				\$1,100.00		0.00			
17	8	08/27/12	08/27/12		CM	7-8p	M-----	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00

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Estimate:	465

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Totals	33	\$87,550.00
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